C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 15

YESHUA

AND THE FIRST CHRISTMAS

New! From the producers of the acclaimed 5-hour mini-series, "Yeshua."

"Yeshua and the First Christmas" offers every audience a fascinating new view of the circumstances surrounding the birth of Christ. It reveals ancient customs and beliefs with a clarity and detail not afforded by ordinary holiday dramas.

Filmed on location in the Holy Land and Rome. Brilliant photography, masterful narration, a distinguished musical score. Appealing, informative—something new in Christmas specials! Audition tapes available. Call Gerri Meuser, or Jan (Naji) Meyer at 314-647-4900.

Lutheran Television, 2185 Hampton Ave., St. Louis, MO 63139-2983 In Canada call, 519-578-7420

BETHESDA MD 20814

20814SRI AT8501 ZW2
SRI ACQ
CONGRESSNL INFO SRV ##SAMPLE
4520 EAST-WEST HWY

55th Year 1986
As the World Turns at CBS

Vol. 111 No. 11

Broadcasting Sep 15

Top management changes at CBS
At Large with Michael Fuchs
Radio '86 in New Orleans

CBS SAGA □ Shake-up expected at beleaguered network comes to pass, with Wyman out after CBS board meeting. Stockholder Laurence Tisch of Loews Corp. named acting CEO; CBS founder William Paley returns as acting chairman; Sauter out as head of news. **PAGE 39.** A number of names have surfaced as prospects to head network. **PAGE 40.** Intensity of press scrutiny may have helped precipitate move. **PAGE 41.**

LIGHT IN FOREST □ FCC gives RKO way out of 20-year license challenge litigation, asking group owner to work out settlement with competitors for station licenses. **PAGE 42.**

SOUNDS OF NEW ORLEANS □ Record crowds converged on the Crescent City for the National Association of Broadcaster's Radio '86 convention. Talk centered on the major issues confronting that medium, including emphasis on AM improvement, technological innovation, station trading and competition for ad dollars. **PAGES 44-46**

TV VIOLENCE □ Annenberg School of Communications study finds 8-9 p.m. most violent hour in prime time television. **PAGE 46.**

TAKING STOCK □ These are turbulent times for the Fifth Estate and one at the top—Michael Fuchs of HBO—reflects in this "At Large" interview on where his company in particular, and the cable business in general, is heading. **PAGE 50.**

GROWING TREND? □ As public broadcasters look for ways to aleviate their fiscal ills, enhanced underwriting looks more and more attractive. **PAGE 70.**

PRIMED FOR PRIME TIME □ The networks fall schedules are unfolding, with more comedies, fewer action dramas and the return of some familiar faces. **PAGE 84.** A day-by-day chart of the programs, times, networks and producers is found on **PAGES 86-87**, as is a story on a Hollywood Radio and Television Society meeting at which the programing heads of the three networks talked about their respective lineups.

BRIGHTON BOUND □ The biennial International Broadcasting Convention is preparing to welcome more than 10,000 participants to Brighton, England, to hear technical papers on a number of topics including HDTV and digital video tape recording and view the latest in communications equipment. **PAGE 92.**

CABLE VICTORY □ Appeals court upholds lower court ruling that Utah law prohibiting "indecent material" transmitted via cable violates first amendment. **PAGE 100.**

CROSSOWNERSHIP CASE □ Marsh Media loses court challenge to FCC's broadcast TV-cable TV crossownerhip rules. **PAGE 100.**

BATTLE LINES □ Research Group founder and chairman Bill Moyes leads his company in the fight for higher ratings. **PAGE 119.**

INDEX TO DEPARTMENTS

At Large 50	**Datebook** 28	**In Brief** 120	**Riding Gain** 96
Business Briefly 18	**Editorials** 122	**Law & Regulation** 100	**Satellite Footprints** 94
Cablecastings 10	**Fates & Fortunes** 116	**The Media** 72	**Stock Index** 115
Changing Hands 98	**Fifth Estater** 119	**Monday Memo** 26	**Technology** 92
Closed Circuit 6	**For the Record** 102	**Programing** 84	**Telecastings** 97

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $90. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Aerospatiale Helicopter Corp. 69 □ Allied Broadcast Equipment 34 □ Allied Signal 91 □ Ampex Second Cover □ Associated Press Broadcast Services Third Cover □ Basys, Inc. 93 □ Blackburn & Co., Inc. 98 □ Bonneville Broadcasting System 96 □ Broadcast Investment Analysts 116 □ CBS News 47 □ CBS RadioRadio 29, 51 □ Classified Ads 107-114 □ Claster Television Productions 12-13 □ Communications Equity Associates 101 □ Comsat General Corp. 76-77 □ Embassy Communications 7, 8-9 □ Fox/Lorber 55, 56-57, 58-59 □ Fox Television Stations 65 □ Frazier Gross & Kadlec, Inc. 79 □ Gammon & Ninowski Media Investments, Inc. 102 □ General Motors 83 □ Samuel Goldwyn Television 27 □ Group W Productions 53 □ Group W Television Newsfeed 15 □ The Hearst Corp. 66-67 □ The Ted Hepburn Co. 99 □ The Home Shopping Network, Inc. 11 □ International Tapetronics Corp./3M 75 □ Kidder, Peabody & Co., Inc. 95 □ Lorimar-Telepictures 61, 62-63 □ Lutheran Television Front Cover □ Major Market Radio 71 □ Orbis Communications 35, 37 □ Orion Television Syndication 19, 20-21, 23 □ Panasonic Broadcast Systems 24-25 □ Paramount Domestic Television and Video Programing 48-49 □ Procter & Gamble Productions, Inc. 81 □ Professional Cards 105 □ Select Radio Representatives 33 □ Services Directory 104 □ SONY Corp. 31 □ SRDS, Inc. 18, 28, 36 □ Howard E. Stark 97 □ Torbet Radio 38 □ Edwin Tornberg & Co., Inc. 103 □ TV Extra 14 □ TV Guide 89 □ 20th Century Fox Television 16-17 □ Ward-Beck Systems Ltd. Fourth Cover □ Warner Bros. Television Distribution 4-5 □ Wertheim & Co., Inc. 32 □ WMSN(TV) 85 □ World Vision 73

Network fall schedule falls into place

News programs, comedies take on larger role; fewer action/drama shows; many familiar TV faces return to prime time, including Lucille Ball, Andy Griffith

The 1986-87 prime time season is unfolding in a time of change, uncertainty and turmoil for network television. Network revenues are flat, and executives are frantically trying to adjust methods of operation, exploring ways to reduce expenses, without, as one observer put it last week, "throwing the baby out with the bathwater." It's the first full season at ABC when the impact of ownership by Capital Cities will be felt and the first season when General Electric is at the helm of NBC. At CBS, questions and speculation abound concerning the future of the house that William Paley built.

To some degree, the forces behind the scenes are reflected in this year's prime time schedule. Several trends have emerged. All three networks will try this season to woo viewers with additional one-hour, prime time news programs, which cost half as much or less, to produce than traditional hour-long entertainment shows. Four regularly scheduled prime time news programs are scheduled for the start of the new season, including NBC's *1986*, CBS's *60 Minutes* and ABC's *20/20* and *Our World*. In addition, CBS has committed to another 13-episode run of *West 57th*, scheduled to air some time in midseason. The four hours of already scheduled news shows for this season represent the most ever prime time, according to NBC research.

Another obvious and expected trend, given the success of NBC's *The Cosby Show*, is the re-emergence of the half-hour comedy as a dominant form in prime time. A total of 11 new comedies will join 17 returning comedies, the most since the 1981-82 season. While *Cosby's* success is a factor in that trend, production costs are viewed as an important element as well. Half-hour comedies cost, on average, between $300,000 and $500,000 per episode to produce, considerably less than the $750,000 to $1.2 million per episode it takes to make a one-hour action show. And the poor reception of one-hour shows at this year's program bazaar of the National Association of Television Program Executives has caused many producers of such shows to reevaluate the risks and rewards of producing them.

The number of one-hour action or drama shows is down from 30 going into the 1985-86 season to 28 this season. The sense from many television executives is that there will probably be fewer still going into next season. But they also stress they don't believe the form is dying out. They point out that viewers do not live by comedy alone—the popularity of program forms tends to be predictably cyclical. Just how far the market for one-hour programs will contract depends largely upon the ability of producers to get a handle on the costs of making them, as well as the future demand of such shows in the off-network syndication marketplace.

Many program producers this year have tried to improve the odds of coming up with a hit by casting familiar television faces (with proved track records) in new shows. Andy Griffith is back as NBC's *Matlock*, a country lawyer. Loni Anderson, who rose to fame in the mid-70's comedy, *WKRP Cincinnati*, returns in NBC's *Easy Street*. A fellow *WKRP* veteran, Howard Hesseman, also has a new comedy this season, ABC's

NBC takes week with five of top 10 shows

NBC won the week's prime time race (ended Sept. 7) with a 13.5 rating and a 23 share. CBS followed, posting an 11.9/21 ahead of ABC's close-on-the-heels 11.2/19. Last year, the finishing order was the same but it was a closer race. In 1985 NBC closed the week with a 13.5/24, while CBS posted a 12.5/22 and ABC a 12.1/21. The week's race for evening news finished in a tie for first place this year. Both CBS and NBC closed with a 10.6/21. ABC's news numbers were 10.2/20. Last year the ratings and shares were: CBS, 10.6/22, ABC, 9.7/20 and NBC, 9.5/20. HUT levels (homes using television) were the same for both years, 57.5%.

NBC took five of the top 10 shows this week, including the top three: *Cosby*, *Family Ties* and *Cheers*. CBS's top program ranked fourth, a repeat of *Murder, She Wrote*, while the *CBS Sunday Night Movie* tied for seventh with ABC's *Growing Pains*. The CBS News special report, *48 Hours on Crack Street*, ranked 12th with a 17/29, outstripping NBC's 30th-place *Cocaine Country* (12.5/22). *At a Loss for Words ... Illiterate in America*, the ABC Closeup documentary, placed 31st with a 12.4/23. CBS Reports' *One River, One Country—The U.S.-Mexico Border* ranked 48th with an 8.8/15. Part two of the NBC special, *Spitting Image*, tallied a higher rating than part one (13.4/24 vs. 12.2/24) and moved up three notches to 25th from its position at 28th for the week ended Aug. 31. CBS's *The Price is Right* dropped to 49th and logged an 8.7/15. NBC took Thursday, Friday and Saturday; CBS took Monday and Sunday, and ABC took Tuesday and Wednesday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	28.4/46
2.	Family Ties	NBC	25.1/41
3.	Cheers	NBC	23.7/38
4.	Murder, She Wrote	CBS	23.4/38
5.	Night Court	NBC	22.1/36
6.	Golden Girls	NBC	20.5/37
7.	Secrets of Mother-Daughter	CBS	18.7/31
8.	Growing Pains	ABC	18.7/31
9.	Who's the Boss?	ABC	17.8/30
10.	60 Minutes	CBS	17.6/32
11.	227	NBC	17.3/33
12.	48 Hours: Crack Street	CBS	17.0/29
13.	Newhart	CBS	16.2/27
14.	Barbara Walters Special	ABC	16.1/27
15.	Moonlighting	ABC	16.0/26
16.	Popeye Doyle	NBC	15.8/26
17.	Hunter	NBC	14.9/28
18.	Kate & Allie	CBS	14.9/24
19.	20/20	ABC	14.5/27
20.	Facts of Life	NBC	14.4/29
21.	Miami Vice	NBC	14.3/26
22.	You Again	NBC	14.3/24
23.	Gimme a Break	NBC	13.9/23
24.	Highway to Heaven	NBC	13.7/24
25.	Spitting Image	NBC	13.4/24
26.	Love Boat	ABC	13.4/24
27.	Scarecrow & Mrs. King	CBS	13.3/23
28.	Spenser: For Hire	ABC	12.8/23
29.	Cagney & Lacey	CBS	12.6/23
30.	Cocaine Country	NBC	12.5/22
31.	Illiterate in America	ABC	12.4/23
32.	Hill Street Blues	NBC	12.3/23
33.	Valerie	NBC	12.0/21
34.	Perfect Strangers	ABC	12.0/21
35.	St. Elsewhere	NBC	11.6/21
36.	Mr. Sunshine	ABC	11.4/19
37.	Disney Special	NBC	11.3/18
38.	A Team	NBC	11.2/21
39.	Death on the Nile	ABC	11.1/19
40.	Mr. Belvedere	ABC	10.9/20
41.	Trapper John, M.D.	CBS	10.4/19
42.	Crazy Like a Fox	CBS	10.4/17
43.	Amazing Stories	NBC	10.2/17
44.	Serial	NBC	10.1/17
45.	Webster	ABC	9.9/19
46.	My Secret Angel	NBC	9.5/15
47.	Winnie the Pooh & Friends	ABC	9.4/17
48.	U.S.-Mexico Border	CBS	8.8/15
49.	Price Is Right	CBS	8.7/15
50.	Punky Brewster	NBC	8.7/15
51.	Taps	CBS	8.6/16
52.	Winds of War, pt. 1	ABC	8.6/14
53.	College Football, Fla. State-Neb.	ABC	8.3/16
54.	1986	NBC	8.1/15
55.	Nothing Personal	CBS	8.0/14
56.	Simon & Simon	CBS	7.7/13
57.	Outland	CBS	7.3/13
58.	Twilight Zone	CBS	7.0/13
59.	The Colbys	ABC	6.7/11
60.	Melba	CBS	6.6/13
61.	Silver Spoons	NBC	6.2/11
62.	Ripley's Believe It Or Not	ABC	6.1/10

*indicates premiere episode

First-run syndication's new season

September offers premieres of spate of 40 first-run programs

More than 40 new first-run syndicated shows will premiere this month, including a late-night strip, a talk show and half-hour re-enactments of courtroom cases. There will also be six new first-run weekly sitcoms, whose ratings performance will be closely watched by stations, advertisers and distributors. If successful, those comedies may hold syndication's pot of gold, the strip. For network affiliates that carry shows created from scratch (as opposed to revivals of canceled network series), success could mean a sitcom strip that they could use in access time.

Three of those weekly half-hour shows will premiere Sept. 22. Lorimar-Telepictures' *One Big Family* and *Mama's Family* will enter with the most station clearances (at least 136 and 134 markets, respectively). *What a Country*, produced by Viacom, in assocation with Primetime Entertainment and Tribune Entertaiment, will also debut on Sept. 22 in at least 83 markets. Beginning Sept. 15, Worldvision's *Throb* will air on at least 130 stations, and Colex's *Gidget* will air in 115 markets. Twentieth Century Fox will debut *9 to 5* in at least 70 markets on Sept. 13.

Most stations will use the sitcoms in the early evening during weekends, but at least

First-run syndication scorecard

The following is a list of the new first-run syndicated shows making debuts this fall. The series is followed by the syndicator/producer; number of episodes offered/number of repeats; time period; number of markets it's been sold in/percent coverage of the U.S.; debut date, and sale terms with the number of commercial minutes available to the station/number retained by the syndicator in parenthesis.

■ **One Big Family** □ Lorimar-Telepictures/Witt-Thomas Productions □ 25/25 □ weekend access □ 136/89% □ Sept. 22 □ Barter (3/3)

■ **Mama's Family** □ Lorimar-Telepictures/Jill Hamilton Productions □ 25/25 □ weekend access □ 134/85% □ Sept. 22 □ Barter (3/3)

■ **Throb** □ Worldvision/Taft Entertainment Television and Procter and Gamble Productions □ 24/24 □ weekends, 4-8 p.m. □ 130/88% □ Sept. 15 □ Barter (3.5/3)

■ **Gidget** □ Colex/Ackerman-Riskin Productions in assoc. with Columbia Pictures Television □ 22/30 □ 115/85% □ early fringe or access □ Sept. 15 □ Barter (3.5/3)

■ **What a Country** □ Viacom Enterprises/Viacom Enterprises in association with Primetime Entertainment and Tribune Entertainment □ 26/26 □ weekends 4-8 p.m. □ 83/85% □ Sept. 22 □ Barter (4/3)

■ **9 to 5** □ 20th Century Fox □ 26/26 □ weekend access □ 70/NA □ weekend access □ Sept. 13 □ cash

■ **True Confessions** □ King World/The Landsburg Co. □ 130/130 □ daytime □ 85/70% □ Sept. 8 □ Cash plus one

■ **The Oprah Winfrey Show** □ King World/WLS-TV □ 230/30 □ morning □ 132/90% □ Sept. 8 □ Cash plus two

■ **Nightlife with David Brenner** □ Motown Productions in assc. with King World □ 195/65 □ late night □ 108/77% □ Sept. 8 □ Cash plus

■ **The Judge** □ Genesis Entertainment □ 160/100 □ early fringe □ 72/71% □ Sept. 15 □ Cash plus one

■ **Superior Court** □ Lorimar-Telepictures/Ralph Edwards and Stu Billet Productions □ 195/65 □ 161/89% □ early fringe □ Sept. 15 □ Cash plus one

■ **At the Movies** □ Tribune Entertainment □ 52 □ weekends afternoons and evenings □ 140/90% □ Sept. 20 □ Barter (3.5/2.5)

■ **Siskel & Ebert & the Movies** □ Buena Vista Television □ 46/6 □ weekends 4-8 p.m., 11-12 p.m. over 130/83% □ Sept. 20 □ barter (3.5 minutes local/2.5 national)

■ **Today's Business** □ Buena Vista Television □ 312 □ early morning □ over 130/83% □ Sept. 29 □ Barter (3.5/2.5 weekdays, 6/6 weekend)

■ **Rock 'n' Roll Evening News** □ King World/Andy Friendly Productions □ 39/13 □ late night □ 134/83% □ Sept. 13 □ Barter (6/6)

■ **Puttin' on the Kids** □ MCA-TV/The Dick Clark Co □ Weekends □ 26/26 □ NA/76% □ Sept. 15 □ Barter (4/2.5)

■ **Heroes: Made in the U.S.A.** □ Access/Access Entertainment in assoc. with Post-Newsweek □ 26/26 □ varies □ 59/50% □ Barter (4/2.5)

■ **Dream Girl U.S.A.** □ 20th Century Fox/Chambers-Seligman Productions □ 26/26 □ weekend access □ 110/85% □ Sept. 6 □ Barter (3.5/2.5)

■ **Off the Wall** □ Fries Distribution/Gaylord Productions □ 26/26 □ late night □ 65/71 □ Sept. 20 □ Barter (4/2.5)

■ **Cover Story** □ Fries Distribution/ Rift Fournier for Noel Films □ 26/26 □ varies □ 63/70 □ Sept. 20 □ Barter (4/2.5)

■ **Dancin' to the Hits** □ ITF Enterprises/Together Again Productions and Gaylord Productions □ 30/20 □ weekend late night and afternoon □ 86/75% □ Sept. 15 □ Barter (4/2.5)

■ **Beyond 2000** □ All American-LBS Communications/CIC Productions □ 12/6 □ weekend afternoon □ 58/55% □ Sept. 14 □ Barter--6/6

■ **Seeing Things** □ All American/CBC Enterprises □ 26/26 □ weekend afternoons □ 12 □ Sept. 15 □ cash

■ **The Dating Game** □ Bel-Air Program Sales/Chuck Barris Productions □ 175/85 □ early fringe □ 147/92% □ Sept. 15 □ Cash plus barter

■ **You Write the Songs** □ Television Program Enterprises/Bob Banner Productions □ 26/26 □ weekends, 4-8 p.m. 11 p.m.-1 a.m. □ 146/90% □ Sept. 5 □ Barter (3.5/3.5).

■ **Hollywood Squares** □ Orion Television/Century Towers Productions □ 195/65 □ early fringe/access □ 131/86% □ cash plus one minute □ Sept. 15

■ **Strike it Rich** □ Blair Entertainment/Richard S. Kline with Blair Entertainment □ 195/65 □ daytime, early fringe □ 69/NA □ Sept. 15 □ cash plus one minute

■ **Card Sharks** □ Television Program Source/The Mark Goodson Co. □ early fringe □ NA □ Sept. 8 □ Cash plus one

■ **Crosswits** □ ABR Entertainment/Crossedwits Productions □ 160/100 □ varys □ 71/69% □ Sept. 8 □ Cash plus one

■ **Jem** □ Claster Television Productions/Sunbow Productions in assoc. with Marvel Productions □ 26/46 □ weekend mornings □ 122/86% □ Aug. 24 □ Barter (4/2)

■ **My Little Pony** □ Claster Television Productions in assoc. with Marvel Productions □ 65/195 □ early mornings □ 105/84% □ Sept. 15 □ Barter (4/2)

■ **Defenders of the Earth** □ King Features Entertainment/ Marvel Productions □ 65/455 □ afternoons □ 108/80% □ Sept. 29 □ Barter (4/2)

■ **Silverhawks** □ Lorimar-Telepictures/Rankin-Bass □ 65/195 □ afternoons □ 103/85% □ Sept. 22 □ Barter (3.5/2.5 in first three quarters, 4/2 in fourth)

■ **Ghostbusters** □ Group W Productions/Filmation in assc with Tribune Entertainment □ 65/195 □ afternoon □ 85/82% □ sept 22 □ Barter (3.5/2.5 in first three quarters, 4/2 in the fourth)

■ **Adventures of the Galaxy Rangers** □ ITF Enterprises/Trans-Com Media and Gaylord Productions □ 65/260 □ afternoon □ 73/73% □ Sept. 15 □ Cash plus one

■ **Photon** □ SFM/DIC Group □ 26/78 □ 65/60% □ Sept. 20 □ Barter (4/2.5)

■ **Zoobilee Zoo** □ SFM/DIC and BRB Entertainment □ 65/195 □ early morning and daytime □ 59/60% □ Sept. 15 □ Barter (4/2.5)

■ **The Smurfs** □ Television Program Enterprises/Hanna-Barbera □ 65/195 □ afternoons □ 70/85% □ barter (4/2)

■ **Rambo** □ Worldvision/Ruby-Spears □ 65/195 □ afternoons □ 75/73% □ Sept. 15 □ Barter (4/2)

■ **Centurions** □ Worldvision/Ruby-Spears □ 65/195 □ afternoons □ 60/66% □ Sept. 15 □ Barter (4/2)

■ **Macron** □ Orbis Communications/Saban Productions □ 65/455 □ afternoons □ 21/20% □ Sept. 15 □ cash

five will use some in a checkerboard—KTLA(TV) Los Angeles; KCRA-TV Sacramento, Calif., KVVU-TV Las Vegas; KOCO-TV Oklahoma City, and WTVK(TV) Knoxville, Tenn.

Already in syndication as of Sept. 8 are two of the more talked about new programs: *The Oprah Winfrey Show* and *Nightlife with David Brenner*. Overnight ratings showed *Oprah* getting good numbers. In Los Angeles, where *Oprah* runs head-to-head with *Donahue*, the overnight numbers had her ahead by three-to-four rating points.

There will be five new game show strips and one weekly game show. Among the strips, the most successful in terms of clearances were the updated Chuck Barris Production of the *The Dating Game* and an updated version of *Hollywood Squares* from Orion Television. "I think that the market for games was overshadowed this year by the potential success of first-run sitcoms," said Jack Fentress, vice president of programing at Petry Television. But, he added, the "overpowering" success of King World's two game shows, *Wheel of Fortune* and *Jeopardy* (syndication's number one and two shows), has not helped game show growth.

Two more reality-based court shows are being introduced (both half-hours)—*Superior Court* and *The Judge*. Those show have allowed stations, notably the CBS O&O's, to build blocks of the courtroom shows during early fringe.

Early fringe will also be where a number of off-network hours, such as MCA-TV's *Magnum* (on 143 stations) and 20th Century Fox's *Fall Guy*, will debut. Both shows set price records when they came on the market. In contrast, the syndication market for hour programs has softened considerably in the past year. Should this new crop of off-network offerings do well in syndication, the bear market for off-network hours could turn around. The new hours available include *A Team*, *Simon & Simon*, *Ripley's Believe It or Not* (also available as a half-hour) and *Cagney and Lacey*. Another new hour, MCA-TV's *Knight Rider*, is available as half-hour.

Among the off-network half-hours premiering this month are two from Embassy—*Facts of Life* (cleared in 103 markets covering 77% of the country) and *Silver Spoons*. Viacom will also release 69 new *Honeymooners* half-hours, consisting of re-formated sketches from *The Jackie Gleason Show*. In all, the package will consist of 108 half-hours, available for six runs over four years. □

Fund facts. The National Endowment for the Humanities is interested in funding television and radio biographies about historically significant Americans. NEH grants are available for planning, scripting or production of single programs or series in several formats, including documentary and dramatization. NEH emphasized that it has not set aside specific funds for biographies, but would like to continue its tradition of funding such programs and series as *Huey Long*, *The Adams Chronicles* and *Voices and Visions*. Applicants may contact NEH: National Endowment for the Humanities, Division of General Programs, Humanities Projects in Media, Room 420, 1100 Pennsylvania Avenue, N.W., Washington, D.C. 20506; (202) 786-0278.

□

Dish rider. Senators Albert Gore (D-Tenn.), Wendell Ford (D-Ky.) and Dale Bumpers (D-Ark.) will try to attach a pro-home-satellite rider to some piece of legislation as it moves through the Senate within the next few weeks, according to Gore aide Roy Neel. The amendment would require cable programers to make their scrambled services available through third-party distributors—either cable operators (outside their franchise areas) or other qualified companies—and require the FCC to mandate a scrambling standard, Neel said. The effort to move the legislation, which resembles a House bill introduced by Billy Tauzin (D-La.), stems from the senators' belief that the marketplace isn't working, that scrambling isn't being made available to dish owners at a fair price, the aide said.

Technology

Hot topics at IBC: HDTV, digital recording

Brighton convention expected to attract over 10,000 to hear technical presentations and view equipment

High-definition television and digital video recording—technologies at the center of international engineering debate—will take center stage at the International Broadcasting Convention, Sept. 19-23, in Brighton, England.

The biennial technical conference, with more than 10,000 participants expected, will be supplemented by a 165-company equipment exhibit opening Sept. 19 at the seaside Brighton Metropole Conference and Exhibition Centers and adjacent Grand hotel. The 145,314 square feet of exhibit space, 25% greater than that of the 1984 meeting, includes 21,528 square feet of outdoor exhibits that link the two main indoor exhibit areas and feature remote broadcast vehicles and satellite stations.

The four days of sessions will begin Saturday, Sept. 20, and nearly 90 papers, most presented by British authors, cover such topics as direct broadcast satellites, digital audio implementation, component analog video facilities, cable services, and transmitter and antenna developments.

Saturday morning's opening session offers an overview of the evolution of broadcast technology, with particular attention to its economics. Y. Tadokoro, director of international technical affairs for Japan's national broadcast network, NHK, shares the platform with the director of consumer electronics at Philips Labs in the U.S.: C. Greebe, and U.S. consultant Joseph Roizen. Also on the panel are J. Sabatier of France's CCETT government telecommunications arm and D. Reay, managing director of the UK's Tyne Tees Television.

Digital video recording provides the major topic of a two-and-a-half-hour afternoon session with a discussion of the evolution of digital recording by John Baldwin of the UK's Independent Broadcasting Authority (IBA) and a review of the first digital videotape recorder product from Sony's T. Eguchi and J. Wilkinson. Advances in Type C one-inch VTR's are also to be discussed by representatives of Ampex and Sony, and the latter company will detail recent developments in its half-inch Betacam format.

A concurrent afternoon session on direct broadcast satellites will include discussions on Australia's operation B-MAC (multiplexed analog component) satellite transmission system, on MAC's data multiplex capabilities, and on reconfigurable DBS satellites by R.J. Barnett of British Aerospace. An IBA representative will also present a paper on a proposed evolution to HDTV using satellite broadcasting.

Sunday's sessions will be limited to three hours in the morning, leaving the afternoon free to visit exhibits. One group of papers will look at television and radio systems with a focus on digital audio, and another reviews broadcast information-data systems.

High-definition topics occupy nearly all of Monday's program, with a dozen papers spread over two several-hour sessions. W. Habermann of West Germany's IRT will outline European Broadcasting Union HDTV studies, IBA engineers have prepared a paper reviewing HDTV developments in 1986, and researchers from Philips Research will discuss a proposed compatible MAC HDTV system. NHK's T. Ohmura will detail the development of an HDTV-PAL TV system converter and A. Sturt of London Weekend Television will explain an HDTV standard based on a 72-per-second frame rate.

The afternoon HDTV session also includes papers covering MAC HDTV pictures: BBC's R. Storey and C. Clarke will review HDTV bandwidth reduction systems and sequentially scanned standards, respec-

prejudice app. of Pamela D. Anderson. By order, Aug. 25.

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted request by Reno Eleven Broadcasting and dismissed its app. with prejudice. By order, Aug. 21.

■ Morehead City, N.C. (Local Television Associates Inc., et al) TV proceeding. Granted motion by James E. and Rachel J. McManus and dismissed their app. with prejudice. By order, Aug. 21.

■ Myrtle Beach, S.C. (Coastal Broadcasting of Myrtle Beach, et al) TV proceeding. Granted motion by Sheila Lynn McManus and dismissed her app. with prejudice. By order, Aug. 21.

■ Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) Ed-TV proceeding. Granted motion by Family Media and dismissed its app. with prejudice; granted Amarillo Junior College's app. for new educational TV station at Amarillo, and terminated proceeding. By order, Aug. 21.

■ Seattle (Seattle Public Schools and Jack Straw Memorial Foundation) Ed-FM proceeding. By separate orders: granted motion for summary decision by Jack Straw and resolved financial issue in its favor; granted motion by Seattle Public Schools and added misrepresentation issue against Jack Straw. By MO&O's, Aug. 27.

ALJ John M. Frysiak made following decision

■ Johannesburg, Calif. (Robert Adelman, et al) FM proceeding. By separate orders: granted motion by Robert Adelman and dismissed with prejudice app. of Small Market Minority Radio for failure to prosecute; granted joint request for approval of settlement agreement between Adelman and Kitchen Productions Inc. and dismissed Kitchen's app. with prejudice; granted Adelman's app. for new FM station at Johannesburg, and terminated proceeding. By MO&O's, Aug. 27.

ALJ Edward J. Kuhlman made following decision

■ Fort Bragg, Calif. (The Mad River Broadcasting Co. Inc. and Capital Foothills Broadcasters) TV proceeding. Granted joint request for approval of settlement agreement and dismissed Mad River's app. with prejudice; granted Capital Foothills' app. for new TV station at Fort Bragg, and terminated proceeding. By MO&O, Aug. 19.

ALJ Edward Luton made following decisions

■ Guadalupe, Calif. (Randall and Kathleen Kalton, et al) FM proceeding. Granted joint request for approval of settlement agreement by Reimer Broadcasting and Randall and Kathleen Kalton and dismissed Kaltons' app. with prejudice. By MO&O, Aug. 28.

■ Berrien Springs, Mich. (Berrien Broadcasting Corp., et al) AM proceeding. Granted motion by Berrien Broadcasting and dismissed its app. with prejudice. By MO&O, Aug. 28.

ALJ Walter Miller made following decision

■ West Milford, N.J. (New Jersey Public Broadcasting Authority, et al) Ed-TV proceeding. Granted New Jersey Hispanic Education Television Corp.'s motion and dismissed its app. with prejudice. By order, Aug. 22.

ALJ Richard L. Sippel made following decisions

■ Freedom, Calif. (Virginia Jo McFadden, et al) FM proceeding. Granted motion for summary decision by Santa Cruz Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, Aug. 29.

■ Charleston, S.C. (Monts & Pritchard Inc., et al) TV proceeding. Granted joint request for approval of settlement agreements and dismissed with prejudice app. of Best Broadcasting Co., DW&M Broadcasters, Charleston Communications Ltd., and Evelyn Broadcasting Co.; accepted consolidated agreement between Monts & Pritchard and Caro Broadcasting Ltd., dismissed Monts & Pritchard's app. with prejudice; substituted Caro Corp. for Caro Broadcasting, conditionally granting Caro's app. for new commercial TV station at Charleston, and terminated proceeding. By MO&O, Aug. 21.

ALJ Joseph Stirmer made following decision

■ Northampton, Mass. (Northampton Media Associates, et al) FM proceeding. Granted petition by Northampton Media Associates to enlarge issues against Northeast Communications to determine transmitter site availability and financial qualifications. By MO&O, Aug. 25.

ALJ James F. Tierney made following decision

■ Fort Bragg, Calif. (Fort Bragg Broadcasting Co. and Axell Broadcasting) FM proceeding. Granted Fort Bragg's motion for summary decision and resolved air hazard issue in its favor. By MO&O, Aug. 19.

Facilities Changes

Applications

AM's

Tendered

■ KOFY (1050 khz) San Mateo, Calif.—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Sept. 8.

■ WNLK (1350 khz) Norwalk, Conn.—Seeks CP to increase day power to 2.5 kw and install DA-2. App. Sept. 8.

Accepted

■ KFBK (1530 khz) Sacramento, Calif.—Seeks MP to change DA pattern. App. Sept. 4.

■ WEND (760 khz) Brandon, Fla.—Seeks MP to change TL. App. Sept. 4.

■ KROL (870 khz) Laughlin, Nev.—Seeks CP to change TL of experimental sychronous station. App. Sept. 4.

■ WBLY (1600 khz) Springfield, Ohio—Seeks CP to install new ant. and change TL. App. Sept. 4.

FM's

Tendered

■ KAVS (97.7 mhz) Mojave, Calif.—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to 299.79 ft. App. Sept. 3.

■ KWYD (105.5 mhz) Security, Colo.—Seeks CP to change ERP to .06 kw. App. Sept. 3.

■ KGCI (97.7 mhz) Grundy Center, Iowa—Seeks CP to change TL and change HAAT to 358 ft. App. Sept. 3.

■ WJGS-FM (98.5 mhz) Houghton Lake, Mich.—Seeks CP to change TL and change HAAT to 980.72 ft. App. Sept. 3.

Accepted

■ KRYT (107.9 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL and change HAAT to 541 ft. App. Sept. 5.

■ WJST (94.5 mhz) Port St. Joe, Fla.—Seeks mod. of CP to change HAAT to 990.56 ft. and make changes in ant. sys. App. Sept. 3.

■ WTNY-FM (93.5 mhz) Watertown, N.Y.—Seeks mod. of CP to change TL. App. Sept. 3.

■ WBZZ (93.7 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Sept. 4.

■ WBMW (106.7 mhz) Manassas, Va.—Seeks CP to install aux. sys. App. Sept. 4.

TV's

Accepted

■ WAYK (ch. 56) Melbourne, Fla.—Seeks MP to change ERP to vis. 2,051 kw, aur. 205 kw and change HAAT to 1,004 ft. App. Sept. 3.

■ WCNT (ch. 46) Cidra, P.R.—Seeks MP to change TL; change ERP to vis. 575 kw, aur. 58 kw, and change HAAT to 1,948 ft. App. Sept. 5.

■ WSTG-TV (ch. 64) Providence, R.I.—Seeks CP to change HAAT to 1,027 ft. App. Sept. 3.

Actions

AM's

■ WSBR (740 khz) Boca Raton, Fla.—Granted app. to increase night power to 940 w. Action Aug. 25.

■ WJAZ (960 khz) Albany, Ga.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WAMJ (1580 khz) South Bend, Ind.—Returned app. to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. Action Aug. 27.

■ WSGH (1040 khz) Lewisville, N.C.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WNOW (1030 khz) Mint Hill, N.C.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WBBG (1260 khz) Cleveland—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ KRAD (1040 khz) Perry, Okla.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WGSF (1220 khz) Arlington, Tenn.—Granted app. to operate transmitter by remote control. Action Aug. 25.

FM's

■ KQSS (98.3 mhz) Miami, Ariz.—Granted app. to move SL outside community of lic. to 502 McKinney Ave., Central Heights, Ariz. Action Aug. Aug. 28.

■ KKXX (107.9 mhz) Bakersfield, Calif.—Dismissed app. to change ERP to .420 kw and change HAAT to 915 ft. Action Aug. 29.

■ KRPQ (104.9 mhz) Rohnert Park, Calif.—Dismissed app. to change ERP to .42 kw and change HAAT to 915 ft. Action Aug. 29.

■ KZOZ-FM (93.3 mhz) San Luis Obispo, Calif.—Granted app. to change TL and make changes in ant. sys. Action Aug. 29.

■ *KNMC (90.1 mhz) Havre, Mont.—Granted app. to change TL; change ERP to 10 kw, and change HAAT to 377.2 ft. Action Aug. 29.

■ WSNY (94.7 mhz) Columbus, Ohio—Granted app. to install aux. sys. Action Aug. 26.

■ *WIDA-FM (90.5 mhz) Carolina, P.R.—Dismissed app. to change HAAT to 1,889.28 ft. and make changes in ant. sys. Action Aug. 29.

■ WLLX (92.1 mhz) Minor Hill, Tenn.—Dismissed app. to move SL outside community of lic. to 1208 North Locust Street, Lawrenceburg, Tenn. Action Aug. 28.

■ *KCMU (90.5 mhz) Seattle—Granted app. to change freq. to 90.3 mhz; change TL; change ERP to .4 kw; change HAAT to 534.64 ft., and make changes in ant. sys. Action Aug. 29.

■ WQTC-FM (102.3 mhz) Manitowoc, Wis.—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Aug. 27.

TV's

■ WJCL (ch. 22) Savannah, Ga.—Granted app. to change ERP to vis. 3,830 kw, aur. 383 kw. Action Aug. 28.

■ *WOSU-TV (ch. 34) Columbus, Ohio—Granted app. to install new ant. Action Aug. 29.

■ WWCP-TV (ch. 8) Johnstown, Pa.—Granted app. to move SL outside community of lic. Action Aug. 27.

■ KDTX-TV (ch. 58) Dallas, Tex.—Granted app. to change ERP to vis. 5,000 kw, 500 kw and change HAAT to 1,436.64 ft. Action Aug. 29.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses